

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

April 11, 2013

5:00 PM

**Mansfield Town Hall
Conference Room B**

MINUTES

Present: Steve Rogers, Roger Adams, Curt Hirsch, Paul McCarthy, Brian Wells

Staff: Cynthia van Zelm

1. Call to Order

Steve Rogers called the meeting to order at 5:15 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from January 10, 2013

Roger Adams made a motion to approve the January 10, 2013 minutes. Curt Hirsch seconded the motion. The motion was approved.

4. Final Recap on Relocation

Cynthia van Zelm reported that relocation is now complete. She said that 18 businesses out of the 25 affected had either moved to Storrs Center, moved elsewhere in Mansfield, or moved on to the UConn campus. The retention rate is about 70 percent. Mr. Rogers noted that most of the proprietors of the businesses that closed retired.

5. Update on Tenanting and Ideas for future Tenants

Mr. Rogers said he has heard positive responses on the idea for a day care.

Brian Wells suggested a Newberry Comics.

Paul McCarthy said he has heard of interest in a late night/early AM diner.

There was some discussion about whether the UConn Co-op could identify some of its products such as Apple products on signage outside as an additional attraction for people. Mr. Rogers will follow-up with Co-op General Manager Bill Simpson.

6. Current Storrs Center Business Questions

Mr. Rogers said the lot behind 1 and 9 Dog Lane is being reviewed in terms of the users of the spaces. Currently, the school newspaper, the Daily Campus, has many spaces in the lot.

Ms. van Zelm said she has heard from several customers at Storrs Center about the location and number of handicapped spaces. She said she is working with the Town and LeylandAlliance on a plan to relocate and add some spaces.

7. Discussion/Brainstorming on Marketing of Storrs Center

Ms. van Zelm said the businesses are continuing to meet monthly. The last meeting included a good brainstorming session of future events and marketing opportunities, particularly at UConn Summer Orientation.

Mr. Rogers suggested a temporary stage for the town square. Mr. McCarthy expressed his on-going interest in a skating rink on the square which could provide a great attraction, especially during the UConn academic break when the area is quieter.

Mr. Wells suggested that an art sculpture on the square would be an attractive piece.

8. Future Meeting Agendas

The next meeting is planned for May 9.

9. Adjourn

The meeting adjourned at 6:10 pm.